

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ali DAVAR		06/29/2011	INDIVIDUAL: CANADA
RECEIVING PARTY DATA			
Name:	ZITE, INC.		
Street Address:	102 - 1020 Mainland Street		
City:	Vancouver, BC		
State/Country:	CANADA		
Postal Code:	V6B 2T4		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3812434	WORIO	
Serial Number:	85188540	WHAT THE WORLD IS READING	
CORRESPONDENCE DATA			
Fax Number:	(604)688-6445		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	604-688-6442		
Email:	jturner@cameronip.com		
Correspondent Name:	Janelle Turner		
Address Line 1:	1401 - 1166 Alberni Street		
Address Line 4:	Vancouver, BC, CANADA V6E 3Z3		
ATTORNEY DOCKET NUMBER:	1727T07US		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

OP \$65.00 3812434

900196215

TRADEMARK
 REEL: 004575 FRAME: 0758

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Janelle Turner

Signature:

/Janelle Turner/

Date:

07/05/2011

Total Attachments: 2

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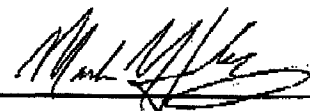
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TRANSFER OF TRADEMARKS

WHEREAS, Ali Davar, whose full postal address is 102 - 1020 Mainland Street, Vancouver, British Columbia, Canada V6B 2T4 (the "Transferor"), wishes to quit all claim to and transfer to Zite, Inc. whose full postal address is 102 - 1020 Mainland Street, Vancouver, British Columbia, Canada V6B 2T4 (the "Transferee"), all interest and rights in and to the trademarks identified in Appendix A attached hereto together with all trademark registrations and pending applications related thereto (the "Trademarks"), the same to be held and enjoyed by the Transferee as fully and entirely as the same would have been held and enjoyed by the Transferor if this assignment and transfer had not been made.

THEREFORE, for consideration of \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the Transferor has transferred, and by this agreement does transfer to the Transferee, all the interest and rights of the Transferor in and to the Trademarks and the goodwill associated therewith.


Executed at Vancouver, Canada this 29th day of June, 2011.
City or Town Country


(Signature of Witness)

Mark N. Johnson
(Print Name of Witness)

25 Lucerne #4
(Address of Witness)

SF, CA 94103
(Address of Witness)


Ali Davar

W5518 1727

APPENDIX A

<u>Country/Region</u>	<u>Appl/Reg. Number</u>	<u>Trademark</u>
Canada	TMA744112	WORIO
European Community	004547061	WORIO
United States of America	3,812,434	WORIO
United States of America	85/188,540	WHAT THE WORLD IS READING